

Company: Insuritas
One Hartfield Blvd
East Windsor, CT 06088

Contact: Jeffrey Chesky
President & CEO, Insuritas
(860) 653-1134

Contact: Robert Palmer
President & CEO, CBAO Insurance
Agency Inc.
(614) 846-8124

FOR IMMEDIATE RELEASE

METAMORA STATE BANK & SHERWOOD STATE BANK JOIN CBAO INSURANCE AGENCY PARTNERSHIP MANAGED BY INSURITAS.

- Ohio Community Bankers Can Now Access Turnkey Insurance Agency for Customers -

Columbus Ohio and East Windsor, CT, June 13, 2011 – Insuritas, the nation's leading provider of turnkey insurance agency solutions for financial institutions, and the CBAO Insurance Agency, Inc. (CBAO-IA) (CBAO) announced today that two additional Ohio Community Banks have agreed to participate in the Community Bank Insurance Agency program.

In partnership with Insuritas' end-to-end insurance agency solution, the CBAO-IA program allows a smaller financial institution to offer a completely integrated insurance agency operation that features a full range of personal and commercial lines insurance coverages from a wide array of nationally recognized insurance carriers to its retail and commercial customers. The Insuritas model can also absorb the book of business of a local insurance agency that a financial institution has acquired but has been unable to manage profitably. The CBAO-IA model allows a financial institution to offer a complete insurance agency solution without the major capital investment or reputational risks associated with building or buying a local insurance agency.

According to Jeffrey Chesky, president of Insuritas, "The biggest barriers impacting financial institutions' success in the insurance industry are cost and culture. Our turnkey outsourcing solution eliminates both of these barriers by allowing banks to leverage the resources and capabilities of a proven, fully operational, fully outsourced insurance agency. We welcome the opportunity to design, implement, and manage successful insurance distribution solutions for the diverse financial institutions of the CBAO-IA.

Robert L. Palmer, President and CEO of CBAO-IA said, "We are delighted to welcome **Metamora State Bank** and **Sherwood State Bank** into our Community Bank Insurance Agency Program. Our master agency will enable these Community Banks to take advantage of the regulatory changes that allow them to generate additional fee income through insurance product sales without adding more brick and mortar, more infrastructure, more employees, more systems, or more technology. The CBAO-IA, in partnership with Insuritas, will allow our community banks to create a de novo agency, or join with other community banks to create a consortium agency while Insuritas assumes full responsibility for policy sales and service. The Community Banks will maintain their customer relationships, and the insurance carriers assume the underwriting risk and full responsibility for the policy benefits. This single-source, completely outsourced distribution solution will enable Community Banks in Ohio to provide their retail and commercial customers with competitive insurance products and unmatched convenience."

The partnership between CBAO-IA and Insuritas is a very important milestone for community banks in Ohio as it allows Insuritas to reach a multitude of various sized carriers while assisting CBAO-IA in its mission of helping banks to gain economic and competitive advantages.

About Insuritas

Insuritas enables banks and credit unions to own a complete insurance agency solution without the significant capital investments required to build or buy an agency, or the inherent operational risks. Through a cost-effective outsourcing service, financial institutions leverage Insuritas' proven, end-to-end insurance agency solution. Insuritas is located in East Windsor CT. Additional information is available at www.insuritas.com.